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PARK STREET

New and Old

1828-1923



HOUGHTON MIFFLIN COMPANY

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PARK STREET

New and Old



ON the first of May, 1923, Messrs. Houghton Mifflin Company will move from the premises at Number 4 Park Street, which they have occupied for forty-three years, into the larger and more convenient building at Number 2 Park Street, that has been remodeled for their occupancy.

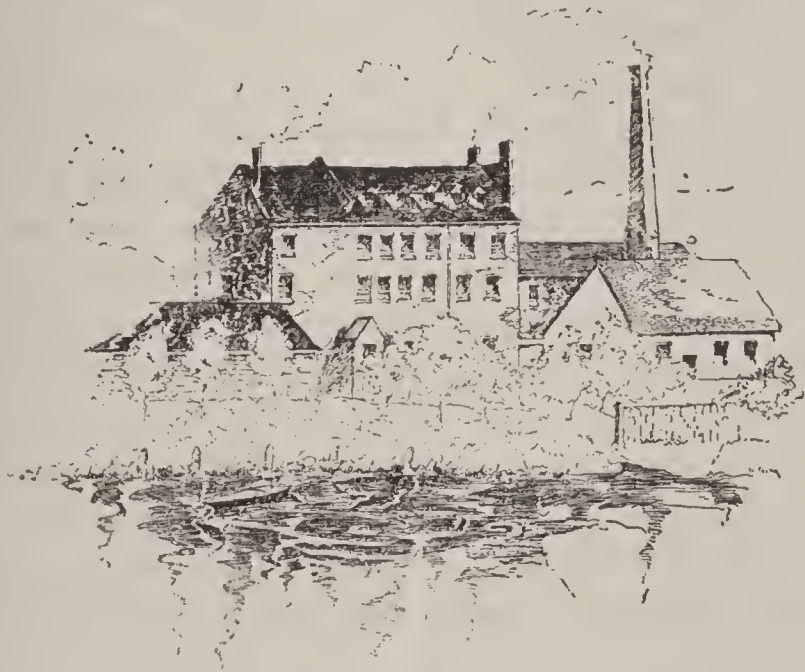
Early in 1924, as soon as the expiration of the present leases make it possible, the Old Corner Book Store will move from its present location at 27 Bromfield Street into the ground floor and basement of the new Houghton Mifflin building, though it will remain as before an entirely separate business organization. This move is of special interest as a reunion after a separation of more than half a century; for from 1828 until 1865, the direct predecessors of the Old Corner Book Store and of Houghton Mifflin Company occupied together the his-

toric building at the corner of School and Washington Streets. Their coming together again on Park Street is a notable event in the history of that short, but distinguished acclivity.

There is, perhaps, no other single block in Boston more intimately associated with forces that have made for intellectual leadership than the hundred yards that run from Brimstone Corner to the Shaw Monument. From Park Street Church at the corner, described by Henry James as "perfectly felicitous," one passes Number 1, the site of the old mansion of the Wigglesworths, leaders alike in Puritan theology and the Calcutta trade; and Number 2, occupied for three quarters of a century by Dr. John C. Warren and his son, Dr. Jonathan Mason Warren, to whom Boston medicine owes much. By a queer coincidence, it was at Number 2, after the erection of the present building in 1878, that the Christian Science faith had its inception. Number 3, long the hospitable residence of Thomas Ward, American agent of Baring's, Number 4, the home of Josiah Quincy the younger, and Number 5, that of Josiah Quincy the elder, are alike rich in historical association. Then comes the Union Club, founded in 1863 "for the encouragement of patriotic sentiment and opinion," and finally, at the top, facing Bulfinch's masterpiece, the Amory-Ticknor house, where for half a century George Ticknor, historian of Spanish literature, and correspondent of kings and queens, was arbiter of taste for literary America. The houses that look from their front windows upon this unique thoroughfare and Boston Common beyond, regard from the rear the Old Granary Burying Ground, where lie the bones of the parents of Benjamin Franklin; John Hancock and Samuel Adams, Elizabeth Vergoose, the author of the poems that bear the latter part of her name, and her publisher, Thomas Fleet. The officers and directors of

Houghton Mifflin Company and the Old Corner Book Store are not unmindful of the standards of taste and the obligation to public service that the spirit of Old Park Street imposes.

The early evolution of the publishing house of Houghton Mifflin Company is graphically presented in the chart on the following page. The Old Corner Book Store, founded in 1828 as Carter, Hendee & Company, became, successively, Allen & Ticknor, William D. Ticknor, William D. Ticknor & Company, Ticknor, Reed & Fields, and finally the celebrated firm of Ticknor & Fields, which for eleven years carried on with great distinction a combined publishing and bookselling business at the Old Corner. In 1865 the retail business was sold to E. P. Dutton & Company, and the publishing business, under the continuing style of Ticknor & Fields, was removed to 124 Tremont Street. Thirteen years earlier, however, an enterprise was initiated which was to become the solid foundation upon which the rising fabric of a great publishing house was to be erected — to wit: the founding in 1852 of The Riverside Press by Mr. Henry O. Houghton.



The Old Corner Bookstore
Carter, Hendee & Co.
1828

Allen & Ticknor 1832

William D. Ticknor
William D. Ticknor & Co.
1833

Ticknor, Reed & Fields
1845

Ticknor & Fields 1854
Removed to
124 Tremont
St., corner of
Hamilton Pl. 1865

E.P. Dutton & Co. 1865

A. Williams & Co. 1869

Cupples, Upham & Co.
1883

Damrell & Upham
1887

The Old Corner Bookstore
Incorporated
1902

Removed to 27 & 29
Bromfield St.
1903

*From the year
1828 to 1923.*



H.O. Houghton & Co.
The Riverside Press
1852

Hurd &
Houghton
1864

Fields, Osgood & Co.
1868

James R. Osgood & Co.
1871

Removed to Franklin
Bldg., cor. Federal
and Franklin Sts.
1874

Removed to
Cathedral Bldg.,
Winthrop Sq.
1876

Houghton, Osgood & Co.
Winthrop Sq. 1878

Houghton Mifflin & Co.
4 Park St. 1880

James R.
Osgood & Co.
1881

Ticknor & Co.
1885

Combined with
Houghton,
Mifflin & Co.

Houghton Mifflin Company 1889
1908

2 Park Street 1923.

The mutations of the firm of Ticknor & Fields, its final amalgamation with The Riverside Press and the Houghton interests under the style of Houghton, Mifflin & Company, and the later evolution of the Old Corner Book Store, can be seen in the chart. The two businesses of publishing and retail bookselling, which will be housed under one roof at Number 2 Park Street, are joint heirs to a century-old tradition. Each is under a sound and progressive management, and steadily achieving wider success and service. The new co-establishment at Number 2 Park Street will be a book center unique in America. There, if you are a book-lover, you may be sure of finding intelligent aid in the selection of the book you want; there, if you are an author, your manuscript will receive prompt and hospitable consideration, and after acceptance, if you are that kind of author, a fair contract, tasteful book-making, skillful advertising, vigorous salesmanship throughout the English-speaking world, and accurate and punctual accounting. If as a book-lover you merely wish to browse, or as an author, to discuss with experienced advisers ideas not yet on paper, or ambitions yet unrealized, you will be equally welcome.

The significant history of a publishing house, however, lies not so much in the record of its changing control, its accessions, amalgamations, and removals, as in the roll-call of its authors. The enumeration of the frequenters of the publishing offices of Ticknor & Fields, Fields, Osgood & Company, James R. Osgood & Company, and Houghton Mifflin Company is an outline history of American literature. To the back room, in the corner store on Washington Street, came familiarly, bringing the products of their pens, or simply, perhaps, for lettered conversation, Hawthorne, Emerson, Dr. Holmes, Longfellow, Lowell, J. T. Trowbridge, Whittier, Henry Ward Beecher, Harriet Beecher Stowe,

Ole Bull, Rufus Choate, H. D. Thoreau, Edwin Forrest, and E. P. Whipple. Dickens and Thackeray were entertained there during visits from overseas. Toward the end of the period, certain young men might have been descried among the frequenters, not always, perhaps, quite in the New England traditions; young Mr. William Dean Howells and Thomas Bailey Aldrich, and, a little later, two very breezy characters from the Wild West, over the lately completed Union Pacific Railroad, Bret Harte and Samuel M. Clemens. After the removal of the firm to Tremont Street, some of the older figures began dropping away, their places being taken by newer writers: Bayard Taylor, George Parsons Lathrop, and John Fiske.



In Park Street, from 1880 on, the geographical distribution of the authors of the house was widely increased. It was becoming more national, less narrowly of New England, and the morning mail was displacing the personal interview as the backbone of the day's work. Yet to Park Street, to see their publisher, came Charles Eliot Norton, Henry James, Margaret Deland, Arthur Sherburne Hardy, Joel Chandler Harris, John

Hay, William Wetmore Story, Lafcadio Hearn, Thomas Wentworth Higginson, Julia Ward Howe, Sarah Orne Jewett, Charles Dudley Warner, Edward Rowland Sill, Edmund Clarence Stedman, Hopkinson Smith, Richard Grant White, Carl Schurz, and a trio of studious young men interested alike in history and politics — Henry Cabot Lodge, Theodore Roosevelt, and Woodrow Wilson.

With the development of the house, a policy was gradually formulated, the policy of providing sound books, if possible, of permanent rather than of merely temporary value, in every branch of letters. It chanced, however, that the men who have been concerned from year to year in shaping the lists of Houghton Mifflin Company have been strongly interested in the books of constructive thought and reflection, in history and biography, in the English essay, in poetry and fiction, and in books about nature and life in the open air. It has thus come about that Houghton Mifflin Company have published a particularly large number of notable books in these fields; to mention but a few names from hundreds — the works of such influential leaders of opinion as Charles W. Eliot, George Herbert Palmer, Nathaniel Shaler, Dr. George A. Gordon, Richard C. Cabot, Abraham Mitrie Rihbany, Henry Adams, and Charles Francis Adams. They have published the essays of Samuel McChord Crothers, Bliss Perry, Agnes Repplier, and Frances Lester Warner. In the field of nature and out-of-doors, the publications of the house include John Burroughs, Bradford Torrey, Dallas Lore Sharp, Olive Thorne Miller, John Muir, and Enos Mills. Among the American novelists and poets, in addition to those already mentioned, there are Kate Douglas Wiggin, Willa Sibert Cather, Henry Sydnor Harrison, Samuel Hopkins Adams, Mary Johnston, Elsie Singmaster, Mary Roberts Rinehart, Alice Brown,



William Vaughn Moody, Josephine Preston Peabody, Anna Hempstead Branch, Amy Lowell — to take but a few names out of hundreds that help to give distinction to the list of the house.

Special attention has always been given to the publication of the best biography, the most vividly human form of literature. The notable biographers of the house include Senator Lodge, ex-Senator Beveridge, whose epoch-making "Life of John Marshall" has been one of the most important publications of recent years, William Roscoe Thayer, Samuel Eliot Morison, and that past-master of what he pleases to call "Psychography," Gamaliel Bradford.

The house has been particularly fortunate in finding and publishing unusual books of autobiography and personal narrative. It has taken marked satisfaction in publishing such widely diversified volumes as Mary Antin's "The Promised Land," Rihbany's "A Far Journey," Carnegie's Autobiography, Lansing's "The Peace Negotiations," and the incomparable "Education of Henry Adams." Nor has it been backward in initiating important series of books, such as the American Statesmen Series, the American Commonwealths Series, the American Men of Letters Series, and the Cambridge Poets. In recent years the interests of the house have broadened, and it has published many important works in the fields of psychology, economics, politics, sociology, travel and exploration, science, and business and industrial management. The sporting interests of its directors are reflected in a lengthening line of lively books dealing with golf and angling.

Houghton Mifflin Company and its predecessors were, even in the days before the copyright law, the first authorized American publishers of most of the great Victorian authors: De Quincey, Thackeray, George Eliot, Charles Reade and Dickens, Tennyson and Brown-

ing; and it is still the policy of the house to present to American readers the work of the most important contemporary British authors. From the days of James T. Fields down, its "literary partners" have made frequent trips overseas and kept in close personal touch with foreign writers. Notable among its valued contemporary authors from overseas are John Drinkwater, Hilaire Belloc, Havelock Ellis, Viscount Grey, Maud Diver, Gilbert Murray, Richard Pryce, Ian Hay Beith, Rafael Sabatini, Anne Douglas Sedgwick, George Trevelyan, and John Buchan.

During the Civil War, Ticknor & Fields devoted no little portion of their energy to the publishing of books presenting the cause of the Union, including — to mention no other — the second series of Lowell's "Biglow Papers." During the Great War, Houghton Mifflin Company did, as best they could, their bit. From 1913, well before the outbreak of the war, when they issued Usher's "Pan-Germanism," exposing the German plan for world aggression, down to 1922, when they had the honor of publishing John Buchan's authoritative "History of the Great War," they issued more than one hundred volumes of "war books," carefully planned in consultation with the military and diplomatic authorities of the United States and the Allied countries to illumine the causes, progress, and issues of the War.

The educational value of books brought out year by year by the predecessors of Houghton Mifflin Company early made evident a demand for school and college editions of many titles. In 1882 an Educational Department was established to specialize in the development of school and college books. Its initial venture, the **Riverside Literature Series**, was designed to furnish in small handy volumes selections from the works of eminent writers with special reference to the needs and interests of young people. The selections, beginning with Long-

fellow's "Evangeline," were made with studious care and edited by Mr. Horace E. Scudder, at that time literary adviser for the house. Perhaps Mr. Scudder's most enduring monument is the Riverside Literature Series. Sincerely fond of children and observant of their mental development and interests, he had devoted much of his time to the study of educational theories, and had himself written books for children which still live. No project like this had as yet been suggested or tried, but its immediate success demonstrated its usefulness. At first confined to American literature, the demand for selections from other English writers straightway enlarged the scope of the series to include British masterpieces and selections from writers of other nationalities that had peculiar educational value. Before Mr. Scudder died, in 1902, he had seen this series undergo an expansion quite beyond his most far-reaching dreams. Many of the other leading educational publishers have since started similar series of English classics for schools. Historically the Riverside Literature Series marks a most important forward step in American educational method.

To-day this series, familiarly known as the "R. L. S.," is the largest and most varied of all collections of school classics. It contains four hundred and fifty volumes with more than thirty-three hundred complete literary selections representing all types of literature, including the best examples of recent and contemporary fiction. It is intelligently edited and adapted to the needs of all classes of students, from the primary grades through the university. Starting with the modest sale of six thousand copies in 1882, the sale has increased year by year until the annual sale is now well over one million copies.

With this successful series as a nucleus, the Educational Department gradually added other school and college books to its list. These were quickly recognized

as valuable contributions in their respective subjects. It was early determined to concentrate upon and develop certain fields first, and to add to these by the similar development of other fields as the publicity and sales organization was built up to handle these new titles effectively. Editorial advisers, eminent specialists in their respective subjects, were selected for each of the fields thus to be developed, to guide the publishers in producing books most needed and to assist in perfecting them in every feasible way. This editorial "faculty" insures the maintenance of the highest professional ideals and standards in all of the textbooks undertaken for publication under their auspices.

Among the notable series that have been developed under this editorial arrangement are *The Riverside Textbooks in Education*, edited by Professor Ellwood P. Cubberley, Dean of the Department of Education, Leland Stanford Junior University; *The Riverside Educational Monographs*, edited by Dr. Henry Suzzallo, President of the University of Washington; *The Riverside History of the United States*, edited by Professor W. E. Dodd, of the University of Chicago; and texts in European history, edited by Professor James T. Shotwell, of Columbia University. Other important series projected or initiated are an Economic Series under the editorship of Professor Allyn A. Young, Harvard University; a Mathematical Series edited by Professor J. W. Young, of Dartmouth College; books in Sociology edited by Professor W. F. Ogburn, Columbia University; and textbooks in agriculture and rural education, edited by Professor George A. Works, of Cornell University.

Significant as have been the publication of these important series, by far the main business of the Educational Department now is supplying basal textbooks for elementary schools, high schools, and colleges. The same standards of scholarship and teachability exacted

of authors of books contributing to the various series have been rigorously applied in the judgment of all manuscripts of textbooks submitted for publication. Members of the editorial staff, familiar through teaching and supervisory experience or through first-hand study of schools and colleges, endeavor to keep in touch with the development of educational methods, ideals, and tendencies throughout the country, so as to make each new textbook a distinct contribution to its field. In the presentation and sale of these textbooks the highest standards of professional conduct have been set and willingly maintained by the sales organization.

In common with other educational publishers, Houghton Mifflin Company have shared in the remarkable growth and development of the educational system of this country. They have had the satisfaction of watching the increasingly wide distribution of its books until they are now extensively used in every large city and state in this country, and in increasing volume in other countries as well — playing their part in the training and equipment of young minds the world over.

Although the executive, the general, and the educational departments of Houghton Mifflin Company are moving into the new quarters at Number 2 Park Street, one department of the business, the Private Library Department, will remain at the old address, Number 4. This department, which was founded two score years ago, has as its aim the fulfillment of the words of Cicero, "To add a library to a house is to give that house a soul." Beginning with definitive illustrated editions of the works of the great New England authors, Emerson, Hawthorne, Longfellow, Lowell, Whittier, Holmes, Aldrich, and Thoreau, it has added to them in later years complete, lavishly illustrated sets of the works of Bret Harte, Kate Douglas Wiggin, John Burroughs, John

Muir, John Fiske, the American Statesmen Series, the "Life of John Marshall," the complete works of Scott, Thackeray, Dickens, George Eliot, and William Wordsworth, "The Children's Hour," and "The World's Story"; Mrs. Humphry Ward, and, within the last year, the novels and stories of Ian Hay, the collected works of Lafcadio Hearn, and John Buchan's "History of the Great War." The representatives of the Department are always ready to give advice and assistance in the building of the home library.



The manufacturing department of the house continues in Cambridge at The Riverside Press, so called from its position on the banks of the smooth-sliding Charles. The original buildings, erected before the establishment of Houghton Mifflin Company in 1852, have been added to until they now constitute one of the largest and most modern plants in New England.

The founder of the Press took for his motto the French phrase "*Tout bien ou rien*," which may be freely translated, "Do it well or not at all." The ideal of the Press has always been that of quality — the best and most enduring materials and the most careful workmanship at every stage of composition, proof-reading, electrotyping, presswork, and binding. From the point of view of fine book-making, Riverside's most distinguished achievement is the series of Riverside Press Editions, ex-

ecuted under the direction of Bruce Rogers, which have a world-wide reputation as outstanding masterpieces of the printing art.

This brief summary of the history and organization of the house of Houghton Mifflin Company is offered to its friends, authors, booksellers, and bookbuyers, in the hope that it may lead to still closer and more understanding relations, — more effective coöperation in the writing, production, and distribution of good books.

Boston, March, 1923.

❧ ❧ BOOK GOSSIP ❧ ❧

The Piper is a monthly bulletin of book news, published by HOUGHTON MIFFLIN COMPANY, for all who are interested in books and their authors.

In it will be found comments and gossip about new books and contemporary authors, with some digression into the past. Occasionally, an issue is devoted exclusively to one subject. There have been recently a *Biography Piper*, a *History Piper*, and a *Poetry Piper*. Any of them will be sent to you on request, or if you would like to receive copies of the *Piper* regularly, drop a line to

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